

Name: _____

Phone: _____

Lessons From Banking, Retail, and Insurance: Predictions for the Staffing Industry

Indu Kodukula
Vice President of Cloud Security and Chief Information Security Officer
Intuit
intuit.com

Thursday, Oct. 29
11 a.m.–12:30 p.m.



ASA
American Staffing Association


Why Security Matters

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CCSP TSC CISC CIMP
1.5 CE

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Agenda

- It's a jungle out there...
- Why is security so hard?
- You can make a difference...

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Some Recent Security Headlines

- 56 Million credit card numbers @Home Depot – 20% of the US population
- 83 Million JP Morgan accounts – 2/3 of US households
- Health records of 80 Million Americans – 10 years of medical data
- 40 Million credit cards plus 70 Million other records from Target
- **140,000 tax returns stolen from the IRS; 24 million records stolen from OPM**
- \$400 million financial loss from 700 million compromised records*
- **Public & Financial sectors** lead industry in incidents with confirmed data loss*



The consistent target of these attacks is private consumer data vs. short-term monetizable assets

*Source: 2013 Verizon Breach Report

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Office of Personnel Management (OPM)

I am writing to inform you that the U.S. Office of Personnel Management (OPM) recently became aware of a cybersecurity incident affecting its systems and data that may have exposed your personal information.

Since the incident was identified, OPM has partnered with the U.S. Department of Homeland Security's U.S. Computer Emergency Readiness Team (US-CERT) to determine the impact to Federal personnel. OPM immediately implemented additional security measures and will continue to improve the security of the sensitive information we manage.

You are receiving this notification because we have determined that the data compromised in this incident may have included your personal information, such as your name, Social Security number, date and place of birth, and current or former address. To help ensure your privacy, upon your next login to OPM systems, you may be required to change your password.

OPM takes very seriously its responsibility to protect your information. While we are not aware of any misuse of your information, in order to mitigate the risk of potential fraud and identity theft, we are offering you credit monitoring service and identity theft insurance through CSID, a company that specializes in identity theft protection and fraud resolution. All potentially affected individuals will receive a complimentary subscription to CSID Protector Plus for 18 months. Every affected individual, regardless of whether or not they explicitly take action to enroll, will have \$1 million of identity theft insurance and access to full-service identity restoration provided by CSID until 12/7/16.

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Use of Stolen Data

- Financial fraud
- Tax fraud
- Identity theft
- ...

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Dollars and Cents...

"The ongoing cyber-thefts from the networks of public and private organizations, including fortune 500 companies, represent the greatest transfer of wealth in human history."

- General Alexander, Director, NSA/CSS

- \$0.86 per record stolen
- \$50k - \$80k for first 1,000 stolen records
- \$2M - \$5M for 10M records
 - 2015 Verizon Breach Report

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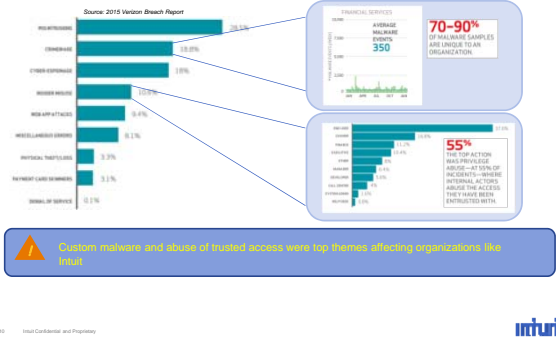
It's Asymmetric



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AKA Too Large Attack Surface



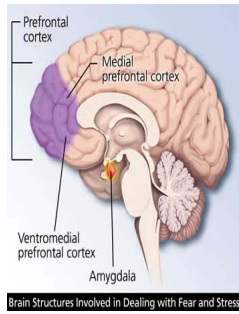
The Hacker Mindset

Guess a number between 1 and 100...

Lots of Technical Debt



The Brain Plays a Role Too...



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Sea Change Across Industry

Identity theft tax refund fraud has driven changes in the entire tax ecosystem:

- **Concerted actions** on the part of all participants: IRS, Industry and State Departments of Revenue (DORs)
- Commitment to **ongoing collaboration** to systematically fight an adaptive adversary
- A broad universe of **constituents** also includes:
 - **Financial services providers and tax professional community**
 - An **engaged Congress** and media
 - **Legitimate taxpayers** with growing awareness of the issues

The IRS Summit Process has begun to alter the DNA of the tax system



IRS Security Summit process enables collaboration as no one entity can fight tax ID fraud alone

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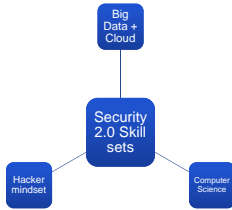
Defending at Scale

Strategic Levers	Products	Infrastructure	Enterprise Systems	3 rd Party Partners/Developers
Protect continue to enhance security across Inuit	Data Protection Product Readiness Enterprise Readiness	<ul style="list-style-type: none"> Adoption of data protection and encryption standards Deliver access management roadmap across SOX & tier-1 applications Adoption of security hygiene into CI/CD process Continue to actively manage code vulnerabilities 		
Detect continue to enhance our ability to detect and respond to new attacks	Fraud Response Responsive Capability	<ul style="list-style-type: none"> Enhance scalable & repeatable fraud detection & response capabilities Automate processes to improve time-to-detect and time-to-respond DDoS protection across Inuit products and services 		
Enlist recruit and enlist people into the security mission	Employee/Customer Readiness	<ul style="list-style-type: none"> Broad-based security training to all PD teams Empower PD teams to continue to build out security capability Roll out phishing prevention tools to support employee enablement activities and customer awareness 		

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Talent Is Critical



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In Summary...

Aaron Levie @levie

Follow

Dear kids: If you want a job in 5 years, study computer science. If you want a job forever, study computer security.

7:37 PM - 22 Dec 2014

↩
↻ 2,021
★ 1,661

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American Staffing Association

Thank you for attending this
Staffing World 2015 workshop



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